

# CONSUMER RESPONSE UPDATE

June 2004: Issue N°28

## HIGHLIGHTS

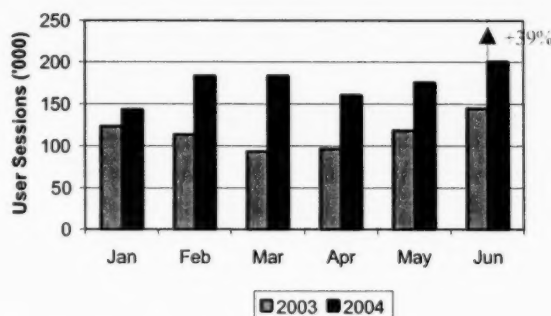
- In June, user sessions at ontariotrail.net reached the highest level since the launch of the web site, growing 39% over June 2003!
- To date, over 106,000 consumers have opted to receive e-marketing material from OTMPC, 62% of the total consumer registrations with ontariotrail.net.
- Approximately 4,000 partner registrations were added to tourismpartners.com by integrating OTMPC and Ministry of Tourism and Recreation databases, bringing the total registrations to 9,623.

**CONSUMER WEB SITE** – [www.ontariotrail.net](http://www.ontariotrail.net)

## User Sessions

- In June 2004, user sessions at ontariotrail.net reached 200,882, an increase of 39% as compared to the same month a year ago. This was the highest number of user sessions measured at the consumer web site since the launch in October 2002!
- OTMPC marketing activities contributed to the growth of user sessions in June.
  - OTMPC's Angling, Adventure and Summer contests ran at ontariotrail.net through June.
  - Summer Campaign newspaper advertising and the Union Station Domination directed consumers for further information to ontariotrail.net.
  - The Angling Campaign's online advertising ran through June.
- In the first half of 2004, user sessions with the consumer web site increased by 52% over the same period in 2003. This unusually large increase is at least in part attributable to the low web site usage in the first half of 2003, when consumers shied away from travel planning during the Iraq War and the SARS outbreak.

**User Sessions at ontariotrail.net**  
Jan. - Jun. 2003 vs. Jan. - Jun. 2004



## Consumer Registrations

- 11,695 consumers registered with ontariotrail.net in June, driven by three online contests.

### Online Contest Registrations in June 2004

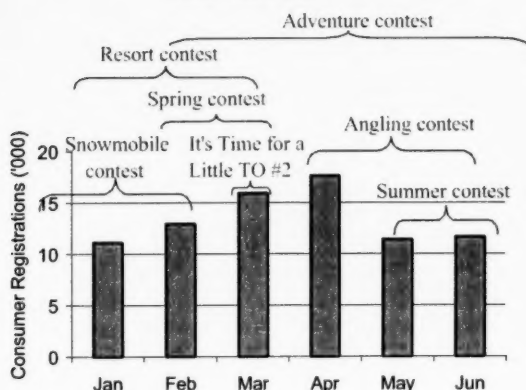
Contest	Contest Date	Regist'n in June
Summer	May 14 – Jul 9	7,860
Adventure	Feb 18 – Aug 1	1,124
Angling	Mar 31 – Jun 30	1,921

- The majority of consumers who registered in June were English speaking (93%), female (61%).
- Of those who registered in June, 79% were Canadians and 19% were Americans.
- The Angling contest was one of OTMPC's most successful contests. 15,815 consumers had registered with the Angling contest between April and June, the third largest number of registrations generated by an OTMPC contest.
- In the first half of 2004, 80,742 consumers registered with ontariotrail.net, contributing almost half of the total registrations since the launch of the web site in October 2002.

**ONTARIO**  
*Marketing*

June 2004: Issue N°28

**Consumer Registrations at ontariotravel.net  
Jan. - Jun. 2004**



- By the end of June 2004, 106,385 registered consumers have opted to receive e-marketing material from OTMPC.

## **PARTNERS WEB SITE - [www.tourismpartners.com](http://www.tourismpartners.com) User Sessions**

- In June, 7,194 user sessions were recorded at tourismpartners.com.
- The most downloaded file from tourismpartners.com was OTMPC's Marketing Program 2004 – 2005 (1,174 downloads).

## **Registered Partners**

- OTMPC recently completed an industry data integration project with the Ministry of Tourism and Recreation (MTR). This project resulted in approximately 4,000 partner registrations with tourismpartners.com.
- By the end of June 2004, 9,623 industry partners have registered with the partners site.

## **CALL CENTRE**

- Calls to the Call Centre in June totalled 44,588, a drop of 10% over June 2003.
- In the first half of 2004, call volume to the Call Centre dropped by 3% over the same period in 2003, in line with the trend observed by several destinations as consumers'

preference for seeking travel information continues to shift to the web.

- In the first half of 2004, 81% of calls originated in Canada and 19% came from the US.

## **FULFILLMENT CENTRE**

- In June, 73,420 fulfillment pieces were requested by consumers across the world, a similar amount as in June 2003.
- OTMPC's 2004 Summer Campaign newspaper advertising, the Summer micro site and the Union Station Domination Program all encouraged consumers to order Summer Experience Guides.
- In June 2004, fulfillment pieces were requested by Canadians (85%), Americans (13%) and overseas residents (2%).

## **Top Five Fulfillment Requests: June 2004**

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map 2003	5,831
2	Summer Getaway Kit	4,902
3	Ontario Resource Guide 2004	3,548
4	Summer/Fall Festivals & Events Guide 2004	3,125
5	Summer Experience Guide 2004	3,091

- Of all fulfillment pieces requested in June, 18,666 (25%) were ordered online.

## **ONLINE PUBLICATIONS**

- 57,861 online publications were downloaded via ontariotravel.net in June, a slight increase of 0.9% over June 2003.
- 31 publications were available online in June 2004. The most popular download in June was the Summer/Fall Festivals and Events Guide.

## **Top 5 Online Publications: June 2004**

	Downloaded Files	Downloads
1	Summer/Fall Festivals & Events Guide 2004	14,773
2	Ontario Resource Guide 2004	12,697
3	Summer Experience Guide 2004	6,518
4	2004 Destination Nord (French)	5,234
5	2004 Golf Ontario Style	5,184

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